

Interruptive Technology is in all of Society Except the \$Trillion Construction Industry



Fires

Qualify the problem –
Is it blac & white?

- Blatant
- Latent
- Aspirational
- Critical

Blatant	Blatant Critical
Latent	
Aspirational	Critical

Hi Michael Skok
Harvard innovation lab

3 D's

- Discontinuous innovation
- Defensible technology
- Disruptive business model



Fires



Termites



Mold

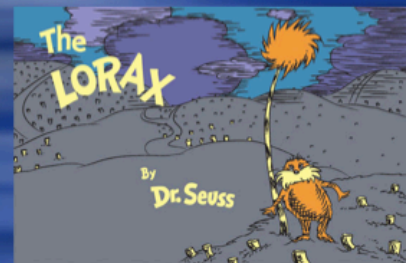
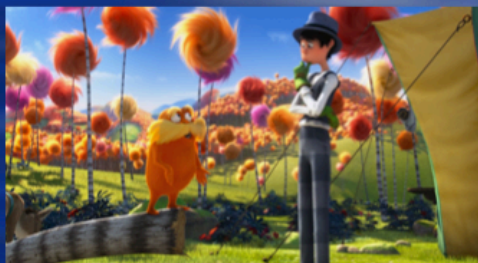


Decay

Fireproof beautiful home with *'Patented Peace of Mind'*TM
converts 30 tons of global warming CO2 into healthy oxygen annually!
World's forests cannot sustain population housing demands...



Better than Tesla and Solar City Combined



We Must Improve Construction Materials to Petra GreenCrete™
Lowest Embodied Energy • Most Sustainable • CO2 Reducing • Same Cost as Wood



"We are running the most dangerous experiment in history right now, which is to see how much carbon dioxide the atmosphere can handle before there is an environmental catastrophe."
 - Elon Musk



Only Petra and Heart Craft reduce global warming CO2 in the construction process and perpetually transform existing CO2 into oxygen therefore being better than Tesla and Solar City combined.



The New Software/Hardware

(Hint:  is now:  !)



Interruptive Technology: Petra is patented first entry as software Microsoft platform of construction with vastly superior, sustainable products.

Inside the Deal: GM \$1B Purchase of Cruise Tikhon Bernstam, Angel List Blog 4/11/16

A L: Does acquiring Cruise for \$1B make GM worth 2% more by helping turn it into more of a software company?

Tikhon: Absolutely...More importantly, what's the cost of falling behind in the transformation of the auto industry into software companies? Those who are unable to transform into software companies risk playing in a low-margin commoditized hardware game. It's better to be Microsoft than a Dell or Gateway PC manufacturer. I have driven in a Cruise car ... It was amazing. I think it's how Kyle closed his investors. He showed them the product, and they invested. Who needs a deck when the product pitches itself? *(Note: We must build prototype Kitty Hawk home!)* There are ...on the roads almost double the number of deaths than caused by firearms. These cars will drop that to close to zero...in the future it will be illegal for people to drive. *(Note: Petra and Heart Craft have "Exclusive lifetime warranty fireproof, termite proof, mold proof, non-decaying and Zero VOC and Carbon Reducing" at cost of wood so insurance companies and government will mandate and people will only buy Petra and Heart Craft!)*

Converting Competitors into Allies



Corning Pink Panther
will become an ally to
mouse of company
Petra

Petra transforms the construction industry, not destroy it, by providing carbon tax incentives and better profit margins. We will convert potential huge antagonists of passé CO2 construction into allies. Corning is an example because our patented incomparably superior sustainable roofing replaces CO2 asphalt shingles and no insulation mandates Corning diversify portfolio to invest in our factories instead of becoming a Blockbuster displaced by Netflix.



Founder Christopher Hunt, Ph.D.

"Blue Ocean" Analysis & Comparison

	Current Industry			Petra/Heart Craft		
	Red Ocean			Blue Ocean		
Value		*				*
						Highest
Value \$/Ft2		*				*
						Ft2+10%
Quality		*				*
		Decay/Rot				Non-Decaying
Environment	*					*
	High +CO2					Reduces CO2
Healthiness	*					*
	Mold/VOC					No Mold/VOC
Safety	*					*
	Burns					Fireproof
Warranty		*				*
	10 Years					Lifetime
Life Cycle		*				*
	50 Years					200+ Years
Resale value		*			*	
	0%				>10%	
Architecture			*		*	
Construction Time		*				*
						<50%

Create market, competition irrelevant, create demand, break value/cost, differentiation AND low cost

Existing Market, better competition, current demand, value/cost, differentiation OR low cost

*Blue Ocean Strategy: How to Create Uncontested Market Space, Make the Competition Irrelevant.
Kim, W.C., Mauborgne, R. (2005). Boston: Harvard Business School Press; Hunt Customized.